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University Physicians Healthcare Hires New Hospital CEO



Tucson, Ariz. (May 14, 2007) – Virginia “Ginger” Campbell, RN, Ph.D. has joined University Physicians Healthcare Hospital and Clinics at Kino Campus as chief executive officer. Campbell is a registered nurse with 22 years of health care leadership and consulting experience. As CEO of UPH Hospital and Clinics at Kino Campus, Campbell will be responsible for strategic planning, program development and management of clinical and fiscal resources.

Working in a variety of academic and community settings, she has extensive experience in revitalizing programs and leading organizations in achieving significant operational, financial and quality improvements.

“Campbell’s professional experience will be a great asset to UPH as we continue to focus on providing quality patient care and building the next full-service academic medical campus for the UA College of Medicine,” said Norm Botsford, president and CEO of University Physicians Healthcare.

Campbell also worked for the Joint Commission Accreditation of Hospitals Organization (JCAHO) where she conducted organizational assessments and board retreats, and developed performance measures and report cards to benchmark best practices. She received her undergraduate and master’s degrees from the University of Florida, Gainesville, and her Ph.D. in health services administration from Walden University, Minneapolis.

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University Physicians Healthcare is a nonprofit corporation created in 1985 as the medical practice of the physicians of the UA College of Medicine. Together, University Physicians Healthcare, The University of Arizona, UPH Hospital at Kino Campus and University Medical Center combine to care for patients, educate medical students, train young physicians and conduct clinical research. With over 350 physicians and 1,500 staff, UPH is Arizona's largest physicians group. More information on University Physicians Healthcare can be found at www.uph.org.

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